

ABSTRACT OF THE DISCLOSURE

SIMPLIFIED METHOD AND SYSTEM FOR E-COMMERCE  
OPERABLE IN ON-LINE AND OFF-LINE MODES

A simplified method and system for e-commerce, which is operable in both on-line and off-line modes and in a manner which provides easy interface between entities providing products/services to the consuming public. A user tool is enabled to read identification indicia appearing on or in proximity to products or services and transmitting such information, either wirelessly, or otherwise, to a central facility which carries out all of the necessary Internet searching to find information about the products/services. A consumer does not require to operate a PC or to have any knowledge concerning how to use, as by browsing or surfing the Internet, in order to procure information about products/services offered on the Internet.